

**This Page Is Inserted by IFW Operations  
and is not a part of the Official Record**

## **BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- **BLACK BORDERS**
- **TEXT CUT OFF AT TOP, BOTTOM OR SIDES**
- **FADED TEXT**
- **ILLEGIBLE TEXT**
- **SKEWED/SLANTED IMAGES**
- **COLORED PHOTOS**
- **BLACK OR VERY BLACK AND WHITE DARK PHOTOS**
- **GRAY SCALE DOCUMENTS**

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problems Mailbox.**

**THIS PAGE BLANK (USPTO)**

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
3 April 2003 (03.04.2003)

PCT

(10) International Publication Number  
WO 03/027808 A2(51) International Patent Classification<sup>7</sup>:

G06F

(74) Agent: GRAY CARY WARE & FREIDENRICH LLP;  
Attn: Alberti, David, L., Patent Department, 1755 Embarcadero Road, Palo Alto, CA 94303 (US).

(21) International Application Number: PCT/US02/30620

(22) International Filing Date:

26 September 2002 (26.09.2002)

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZM, ZW.

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

09/967,171 27 September 2001 (27.09.2001) US

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

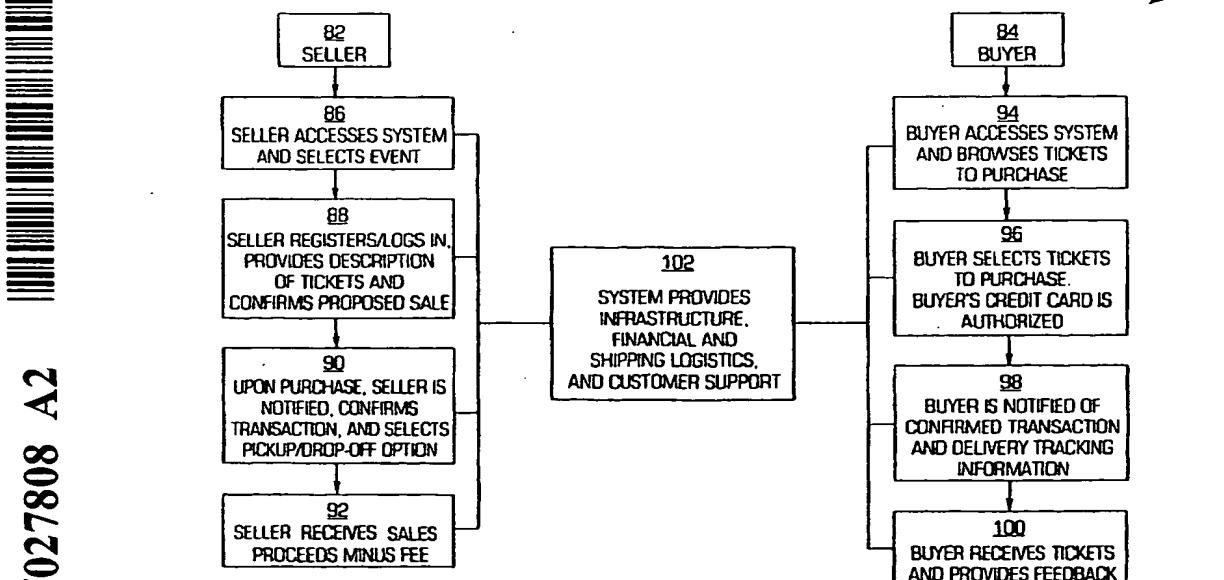
(71) Applicant: LIQUIDSEATS INC. [US/US]; 3435 Cesar Chavez, Suite 206, San Francisco, CA 94109 (US).

Published:

— without international search report and to be republished upon receipt of that report

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING LOGISTICS FOR A SALE OF GOODS



WO 03/027808 A2

(57) Abstract: A system 10 for providing logistics for a sale of goods. The system 10 may be implemented over a global computer network 20, and is effective to provide financial logistics for a sale of goods between a seller and a remote buyer, in a manner that does not require interaction between the seller and buyer. The system 10 further implements a geography-based and time-based strategy for executing the logistics of shipping time-sensitive goods from the seller to the buyer.

**SYSTEM AND METHOD FOR PROVIDING LOGISTICS FOR A SALE OF GOODS****FIELD OF THE INVENTION**

5        The present invention generally relates to a system and method for providing logistics for a sale of goods and more particularly, to a system and method that provides financial logistics for a sale of goods between a seller and a remote buyer, in a manner that does not require interaction between the seller and buyer, and that further implements a geography-based and time-based strategy for executing the logistics of shipping time-sensitive goods  
10      from the seller to the buyer.

**BACKGROUND OF THE INVENTION**

Computer systems and networks have facilitated the tasks of buying and selling goods. For example, global computer networks, such as the Internet, have allowed purchasers to relatively quickly and efficiently seek and purchase goods online. Similarly, 15 global computer networks provide an efficient and cost-effective medium for many companies to advertise and sell their goods. These companies typically have an infrastructure to accept orders of goods from remote purchasers, to perform the financial transactions necessary to confirm and complete the sale of goods, to ship or distribute the goods to remote purchasers, and to perform other sale- related logistics. For these reasons, many companies 20 actively use the Internet to sell and distribute a wide variety of goods. However, individuals and small entities, who lack the necessary infrastructure, cannot take advantage of the many benefits provided by the Internet and electronic commerce.

For example and without limitation, individuals desiring to sell certain goods online often lack the ability to reach potential buyers, ensure full and prompt payment from buyers, 25 and ship goods to buyers in diverse geographic locations in a timely and efficient manner.

unique, which means there could be demand for a specific seat location that exceeds supply even when the venue is not sold out in the primary market, thereby favoring the secondary market. For all of these reasons, the secondary ticket market in the entertainment and sports industries is large and growing.

5 Prior efforts that have been made to serve this secondary market have suffered from many drawbacks. By way of example, ticket brokers and "scalpers," who have traditionally serviced this secondary market, typically operate within only a single metropolitan area or specific geographic region. Furthermore, these traditional brokers and "scalpers" lack the infrastructure and logistics necessary to efficiently serve a wide base of consumers and to  
10 earn consumers' business and trust.

The current providers and systems for secondary ticket transactions do not provide appropriate benefits for fans, teams, artists and venues. Fans who wish to buy or sell secondary tickets do not have a legitimate, simple and secure system through which to transact. Teams, venues and artists not only miss out on the direct economic benefits of these  
15 secondary market transactions, but are also unable to tap into the invaluable marketing and pricing information that they provide. Finally, the inefficiencies of the current secondary markets result in many unused tickets, causing not only a loss to the ticket-holder, but also a loss in revenue from concessions, parking, and merchandise to the venue.

It is therefore desirable to provide a system and method for providing logistics for the  
20 purchase and sale of goods, such as event tickets, which overcomes the previously-delineated drawbacks and limitations of prior systems and methods, and which facilitates the sale of goods by performing all necessary payment and shipping logistics without requiring interaction between the buyer and seller.

buyer and seller, and may maintain the identity of each party in confidence from the other). The logistics provided by the present invention include secure payment confirmation, payment processing and delivery of funds, flexible pricing options, full search capabilities to locate events by keyword, genre, venue or geographical location, and secure and timely 5 shipping (e.g., pick-up and delivery) of the tickets, according to a geography-based and time-based strategy.

According to one aspect of the present invention, a system for providing logistics for a sale of goods is disclosed. The system is adapted to receive information from at least one remote seller and at least one remote buyer, and to provide financial logistics and shipping 10 logistics for completing the sale of goods without requiring any interaction between the buyer and the seller.

According to a second aspect of the present invention, a system for providing logistics for a sale of goods is disclosed. The system includes a first portion adapted to receive information from a seller, including a location, desired sale price and description of certain 15 goods; a second portion adapted to present the desired sale price and description of the certain goods to a prospective buyer; a third portion adapted to receive a purchase request and credit card information from the buyer; a fourth portion adapted to provide financial logistics, including authorizing and charging the credit card, and providing funds to the seller; and a fifth portion adapted to provide shipping logistics, including arranging for shipping the goods 20 from the seller to the buyer.

According to a third aspect of the present invention, a method for providing logistics for a sales transaction is disclosed. The method includes the steps of: receiving information from a seller regarding certain goods that the seller desires to sell; providing information to prospective buyers regarding the certain goods that are for sale; receiving a purchase request 25 from a buyer for the certain goods; confirming the buyer's financial ability to complete the

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a block diagram illustrating a system for providing logistics for the sale of goods in accordance with a preferred embodiment of the present invention.

Figure 2 is a block diagram illustrating the methodology of a preferred embodiment of  
5 the present invention.

Figure 3 is block diagram illustrating a method of providing financial logistics employed by a preferred embodiment of the present invention.

Figure 4 is a block diagram illustrating a method of providing shipping logistics employed by a preferred embodiment of the present invention.

10 Figure 5 is an exemplary diagram illustrating the double-blind logistics of a preferred embodiment of the present invention.

Figure 6 is an example of an initial seller interface page that may be utilized by the present invention.

Figure 7 is an example of a page presenting various sports categories that may be  
15 selected by a user of the present invention.

Figure 8 is an example of a page presenting various events that may be selected by a user of the present invention.

Figure 9 is an example of a login page that may be utilized by the present invention.

Figure 10 is an example of a registration page that may be utilized by the present  
20 invention.

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENTOF THE INVENTION

The present invention provides a system and method for providing logistics for the sale and purchase of goods, such as event tickets. In the preferred embodiment, the system and method are implemented on a global communications or computer network. Particularly, the system and method may comprise a "Web site," that may be implemented by at least one computer system or network (e.g., a plurality of cooperatively linked computers) that is operatively and communicatively coupled to a global computer network (e.g., the Internet) and that may be selectively and remotely accessed by users of the network. While the following discussion includes a description of the present invention being used for the purchase and sale of event tickets on the secondary market, it should be appreciated that the present invention may be equally applicable to the sale and purchase of any type of goods. Furthermore, the use of the term "goods" throughout this document will be understood to include both tangible goods (e.g., physical tickets) and intangible goods (e.g., any rights and/or licenses that are afforded by the tickets).

Figure 1 shows a system 10 which is implemented on a global communications or computer network 20 (e.g., the Internet), in accordance with the present invention. System 10 may represent a conventional and commercially available computer system or an independent microprocessor-based system built specifically for use with the present invention. System 10 comprises a control and memory unit 12, an input/output unit 14, a display unit 16, and a communications unit 18.

Control and memory unit 12 may be a conventional and commercially available processor-based system or network server including a microprocessor or microcontroller and both volatile and non-volatile memory. In the preferred embodiment, control and memory unit 12 is adapted to and may store at least a portion of the operating software which directs

potential buyers in functional block or step 34; receives purchase requests and information from buyers in functional block or step 36; provides financial logistics in functional block or step 38; and provides shipping logistics in functional block or step 40. The function and/or operation of each of the foregoing steps is discussed below in more detail, along with non-limiting examples of how each of these steps would be implemented in a ticket sale transaction.

In functional block or step 32, system 10 receives information from sellers regarding the identity of the sellers, and a description and location of the goods that the sellers desire to sell. In the preferred embodiment of the invention, the data can be communicated over a global computer network 20 by prospective sellers who are selectively queried by system 10 (e.g., while visiting a Web site), and who transmit appropriate responses by use of a computer 22.

Figures 6 - 14 illustrate some examples of queries and interactive "pages" (i.e., Web pages where users may view and enter data by use of conventional browsing software) that may be presented by system 10 in order to gather information from prospective sellers of event tickets. Figure 6 illustrates one non-limiting example of an initial seller interface page 200 for querying potential sellers that desire to sell tickets to certain events that can be located on the system 10. In the preferred embodiment, system 10 allows a user to sell tickets to specified events in certain geographical areas. In other embodiments, system 10 can be used to sell tickets in any geographic area for specific types of events, such as sporting events. In one non-limiting embodiment, system 10 may be operated, licensed or utilized by a professional sports team, association or venue to allow users to buy and sell tickets only for that team, association or venue. In such an embodiment sports teams, associations and venues may access the system 10 to receive information regarding ticket sale volumes, purchasers of tickets, sellers of tickets and other relevant information regarding the transactions.

navigating through system 10 in a substantially similar manner by browsing by city, geographical region or venue. System 10 may also include a conventional search engine platform that allows sellers to search for events by keyword, team, artist, venue, date, and other genre. Once a user has selected the appropriate event for which the user has tickets to sell, system 10 will require the user to login.

In the preferred embodiment, system 10 presents an interactive login page to the user, where a user may enter a user name and password. A non-limiting example of a login page 230 is shown in Figure 9. It should be appreciated that in alternate embodiments, the login page may be presented to the user at any time that the user accesses the system 10, and in one 10 non-limiting embodiment, system 10 may prompt a user to login as soon as the user enters a Web site employed by the system 10. If a user does not have a user name and password, system 10 will require the user to register by selecting the appropriate area of the login page (e.g., the area of page 230 entitled "Register Now"). System 10 will then prompt the user for various information, describing attributes of the user (e.g., name, address, city, state, zip 15 code, phone number, e-mail address and other user attribute data). In one non-limiting embodiment, system 10 may present the user with the registration page 240 of Figure 10, which is adapted to accept user attribute data. The information describing the user's location (e.g., address, city, state and zip code) is stored within the system 10 for use in a geography and time-based strategy for determining a last sale time and for arranging shipping logistics, 20 which is described more fully and completely below.

Once the user has registered and logged in, system 10 will query the user for general attributes of the tickets the user desires to sell (e.g., the number of tickets, and the section number, row, and face value of the tickets), and the method by which the user would like to sell the tickets (e.g., fixed price or auction). In one non-limiting embodiment, system 10 25 presents the user with an interactive page, such as page 250 of Figure 11, in order to receive the foregoing information. The system 10 then queries the user for further detailed

embodiments, a user may select maximum, minimum and opening prices for the tickets. The tickets will begin selling at the opening price and will fluctuate with market conditions, but the asking price will never exceed the maximum price or fall below the minimum price.

System 10 also prompts the seller to enter the day and time that the sale will end.

5 System 10 offers the seller several options (i.e., different days/times) for an end day and time for the sale, including a "last sale time" (i.e., the latest possible day and time that the sale may end, in order to permit the goods to reach their destination prior to expiration).

System 10 determines the "last sale time" by use of a geography and time-based strategy adapted for use with the sale of time-sensitive goods. Figure 18 illustrates one non-limiting embodiment of a geography and time-based method or strategy 320, which may be implemented by system 10 to determine the last sale time. In functional block or step 330, the system 10 receives information regarding the location of the goods. In the foregoing event ticket example, the system 10 utilizes the seller's address (i.e., zip code) as a default setting for this location. In alternate embodiments, the system 10 may query and accept other 10 locations (i.e., addresses or zip codes) that may represent the location of the goods, such as in situations where the seller's goods are not in the seller's possession. In functional block or step 340, system 10 receives information regarding the date and time that the goods will expire. For example, in the preferred embodiment, the system 10 obtains this "expiration 15 time" from the description of the event, and more particularly, from the data describing the day and time that the event will commence. System 10 assigns a first numeric value to the 20 expiration time, representative of the day and time the event will commence.

In functional block or step 350, system 10 receives information regarding the point of last delivery, which represents one or more locations to which the goods may be delivered at any time before the expiration date/time. In the preferred embodiment, system 10 may utilize 25 the location of the venue as the point of last delivery, since the tickets can be delivered to the venue's will call on the day of the event, as a last resort. In alternate embodiments, where the

defined as the last date/time that the sale can occur, while still providing enough time for a courier to complete shipment of the goods to the point of last delivery before the goods “expire.” System 10 may also include an additional “cushion” or safety factor in this calculation, in order to ensure completion of the delivery no later than some predetermined time (e.g., several hours) before the goods expire. System 10 may perform this calculation by subtracting the second numeric value (along with any safety factor) from the first numeric value, and converting the result into a date and time in a known manner. System 10 may alternatively keep relevant information regarding the various couriers’ shipping capabilities within one or more databases or tables, which may be searched to determine the last sale 5 day/time, based on the time and location of the event. Once the last sale time is determined, 10 system 10 will allow the seller to choose between the “last sale time” and a plurality of other “earlier” options, as shown in page 260 of Figure 12.

If a user selects to sell the tickets by auction, system 10 will query the user in a similar manner, and may request a starting price, a bid increment amount, a reserve price 15 (i.e., a minimum price that will be accepted by the buyer), a buy now price (i.e., a price at which the tickets can be acquired immediately), and an auction closing date, which may be equal to the “last sale time” or earlier. In one non-limiting embodiment, system 10 presents the user with a page 270 of Figure 13 in order to receive the foregoing auction sales information. System 10 receives the foregoing information and will execute and monitor the 20 auction in a conventional manner (e.g., by use of a stored program).

In one non-limiting embodiment, the system 10 may further offer the user a “donate to charity” option. According to this option, if the last sale time passes and the tickets still have not been sold, the system 10 will automatically have the tickets donated to a charitable cause, without charge to the seller. In the event that a seller selects this option, system 10 25 will automatically arrange for a courier or representative of a charitable organization to retrieve the tickets and deliver them to the requisite location.

System 10 determines the remaining games or events by searching a database or table within its memory containing all season ticket events, and selecting only those events which will occur after the present day. Each item in the list may include a box for selecting a particular game or event to sell, an area to enter the quantity of tickets that are for sale for the particular game or event, and a desired price per ticket for the particular game or event. Figure 17 illustrates a non-limiting example of a page 310 for selling tickets from a season ticket package. Once the data is entered, the system 10 will query the seller for pickup information (e.g., by use of page 280), and will confirm the proposed sales. In this manner, the present invention allows holders of season tickets to place some or all of their tickets for sale in a quick and simple manner.

Referring back to Figure 2, after receiving and processing all of the seller information, the system 10 proceeds with the methodology 30 by presenting information to prospective buyers, as shown in functional block or step 34. Particularly, the system 10 presents information regarding goods that are for sale to prospective buyers. In the preferred embodiment of the invention, the information is communicated over a global computer network 20 to prospective buyers who are directed to or are visiting a Web site utilized to implement system 10.

Returning to the event ticket example, buyers desiring to purchase event tickets may be directed to or visit a Web site utilized to implement system 10. A buyer may locate an event with tickets for sale by navigating through system 10 in a manner substantially similar to that described for sellers. That is, a buyer may navigate through system 10 by browsing by event type, city, geographical region or venue. System 10 may also include a conventional search engine platform that allows buyers to search for events by keyword, team, artist, venue, date, and other genre. Once a user has located an appropriate event (e.g., an event displayed on page 220), the user may select the event in order to view the tickets being

user at any time that the user accesses the system 10. If a buyer does not have a user name and password, system 10 will require the buyer to register, in a substantially identical manner as that described relative to a seller (e.g., system 10 may present a registration page 240 in order to obtain user attribute data). Once a buyer has registered and logged in, system 10

5 launches a multi-step procedure to initiate the ticket purchase transaction. The multi-step procedure is designed to obtain information regarding the specific tickets the buyer desires to purchase, the location and method of delivery, the method of payment, and a confirmation from the buyer. In the preferred embodiment, the system 10 presents the buyer with one or more interactive pages to obtain the necessary information. In one non-limiting embodiment,

10 the following series of pages may be used: a seat selection page that allows a user to select which of the seats the user desires to purchase; a delivery location options page that allows a user to enter a desired location for delivery (e.g., the user's home and/or work address, or will call); a delivery method options page that allows a user to select between various shipping options (e.g., conventional land/air courier, express courier, local courier or runner, overnight

15 delivery, second day delivery, same day delivery); a payment options page that displays the total cost (e.g., ticket and delivery cost) and allows a user to select a method of payment (e.g., the type and number of a credit or debit card); and a confirmation page that allows a user to view a summary of the foregoing information, including a description of the tickets, delivery method, delivery location, payment amount, and method of payment.

20 In the preferred embodiment, system 10 determines the available shipping options by use of a second geography and time-based strategy adapted for use with the sale of time-sensitive goods. Figure 19 illustrates one non-limiting embodiment of a geography and time-based method or strategy 400, which may be implemented by system 10 to determine available courier and shipping options. In functional block or step 410, the system 10

25 determines the time remaining before the goods expire (i.e., the time between the requested purchase and the "expiration time" or the day and time the goods will expire). For example,

couriers, the available shipping methods (e.g., two day, one day, overnight, same day) for each courier, and the associated cost of each shipping option.

The buyer may then select a desired courier and shipping method. After selection, system 10 presents the buyer with one or more available delivery locations for the selected option (i.e., buyer's address or will call). Once the buyer selects the desired delivery location, the system 10 will display the purchase amount to the buyer, query the buyer for a method of payment (e.g., the type and number of a credit or debit card), and present the buyer with a confirmation page that allows the buyer to view a description of the tickets, delivery method, delivery location, payment amount, and method of payment. Figure 16 illustrates 10 one non-limiting embodiment of a buyer confirmation page 300. When a buyer selects the "finish" button on page 300, system 10 will issue a confirmation statement or e-mail to the buyer, process the request, and initiate the sales transaction.

If a buyer has chosen to purchase tickets that are being sold by auction, the system 10 will require the buyer to provide registration information and log into the system 10 (e.g., by 15 use of pages 230 and 240). Once the buyer has logged in, the system 10 will present the buyer with an interactive page that allows the buyer to enter a bid in the auction and that provides the buyer with additional information regarding the status of the auction (e.g., time remaining in the auction, minimum bid increments, number of bids, highest bid). The buyer may then enter a bid accordingly. At the auction end date or time, the system 10 will 20 automatically inform the buyer (e.g., by e-mail) whether the bid was accepted. If the bid was accepted, the system 10 will instruct the buyer to return to the Web site and complete the previously delineated multi-step procedure to initiate the ticket purchase transaction.

It should be appreciated that the foregoing queries, pages and methods for gathering 25 information from prospective sellers and buyers of event tickets may be modified in a suitable manner in order to conform with any other types of goods that may be sold by use of system 10.

system 10. In the preferred embodiment, the credit card authorization provider's system is electronically integrated with system 10, thereby simplifying the transaction.

Upon receipt of an affirmative authorization, system 10 proceeds to step 54, where it automatically and electronically notifies the seller that the tickets have been sold (e.g., by e-mail notification). At such time, system 10 requests the seller to confirm (e.g., by return e-mail) that the tickets are still available and that the seller will be able to complete the transaction. Once the transaction has been confirmed by the seller, the system 10 automatically and electronically charges the buyer's credit card, as shown in step 56. In step 58, the system 10 collects the funds by having them electronically transferred into a conventional merchant account in a selected bank. Finally, in step 60, system 10 automatically deducts any transaction fees charged by the owner or operator of system 10, and directs the remaining proceeds to the seller in a conventional manner (e.g., by issuing a certified check to the seller, or by wiring electronic funds to the seller). It should be appreciated that each of the steps 56, 58 and 60 may be performed and/or facilitated by use of one or more online payment processing providers or companies that have relationships with the operator or owner of system 10. In the preferred embodiment, the payment providers' systems are electronically integrated with system 10, thereby simplifying the transactions.

Referring back to Figure 2, the system 10 proceeds to automatically arrange and/or facilitate the logistics for the delivery of goods to the buyer, as shown in step 40. In the preferred embodiment of the invention, the system 10 communicates with several couriers by use of global computer network 20 in order to provide the shipping logistics for the sales transaction. Flow diagram 70 of Figure 4 illustrates an example of a method of providing shipping logistics in accordance with a preferred embodiment of the invention. Briefly, the methodology 70 is executed as follows: the system 10 reviews the shipping option selected by the buyer and information from the seller (e.g., the location of the seller or goods) in functional block or step 72; provides the seller with one or more pickup and drop-off options

may also provide the seller with the address and driving directions to the nearest courier facility, and a date and time by which the seller must drop-off the tickets at the facility. If the seller selects a certain day for the courier to retrieve the tickets, the system 10 will communicate the relevant information to the courier in step 76, such as the seller's address, 5 the delivery address, and the selected pickup day and time frame, in order to schedule a pickup. The courier will then pick up (or receive) the tickets, and deliver the tickets to the buyer (or to will call) in a conventional manner. In step 76, system 10 also communicates the delivery tracking information or number to the buyer in a conventional manner (e.g., by e-mail) upon seller confirmation. In one non-limiting embodiment, the system 10 also sends 10 the buyer a request to rate the seller (e.g., by e-mail), in order to compile seller feedback or ratings data.

In alternate embodiments, system 10 may further provide logistics for an electronic transfer of the tickets instead of or in addition to a physical transfer (i.e., physical shipping) of the tickets. In such an embodiment, system 10 is communicatively coupled to an 15 electronic ticketing system (e.g., at the event venue), and can instruct the ticketing system to activate new "tickets" for the buyer, while deactivating the seller's original "tickets." For example and without limitation, this electronic transfer can be accomplished by instructing the ticketing system to print new tickets for the buyer with new bar codes and to deactivate the bar codes on the original tickets, or to activate a "swipe card," password or pin code that 20 may be used by the buyer and deactivate the "swipe card," password or pin code of the seller. It should be appreciated that such methods of electronic transfer allow the system to "push back" the last sale time to a time substantially contemporaneous with the start of the event.

It should be appreciated that the system and methods of the present invention provide an efficient way for many disparate sellers to effectively advertise and present their goods to 25 many prospective, remote purchasers. Furthermore, the present invention provides an

between buyer and seller (i.e., system 10 facilitates the entire ticket-sale transaction without requiring any interaction between a seller 82 and a buyer 84). Particularly, system 10 effectively isolates the seller's participation in the transaction (e.g., steps 86 – 92) from the buyer's participation in the transaction (e.g., steps 94 – 100). A description of the steps of 5 diagram 80 follows.

In step 86, the seller accesses system 10 in a conventional manner, such as through a Web site implementing system 10. The seller navigates through the site and locates the event for which the seller has tickets. After the seller selects the event, the system 10 requires the seller to register and login, as shown in step 88. The system 10 also receives a description of 10 the tickets from the seller and confirms the proposed sale. After a purchase is made by a buyer, the system 10 notifies the seller, requests a confirmation from the seller that the seller has the tickets and can complete the transaction, and provides the seller with available courier pickup and drop-off options, as shown in step 90. Once the delivery of the tickets has been completed, system 10 provides payment to the seller (e.g., by check or electronic wire) minus 15 an operating fee, as shown in step 92.

The buyer's participation in the transaction commences when the buyer accesses the system and browses (or searches) for tickets to purchase, as shown in step 94. In step 96, the buyer selects certain tickets to purchase, and the system 10 authorizes the buyer's credit card for the amount of the tickets. Upon receiving confirmation from the seller, the system 20 notifies the buyer, charges the buyer's credit card, and provides the buyer with delivery tracking information, as shown in step 98. Finally, in step 100 the buyer receives the tickets and is queried for feedback regarding the seller.

As illustrated by block 102, system 10 controls and/or facilitates the entire sale and purchase process, and serves as an intermediary between the buyer and seller, such that the 25 buyer and seller have no direct interaction (e.g., the identity of the parties can remain concealed from one another). In the preferred embodiment, system 10 is electronically

What is claimed is:

1 (1) A system for providing logistics for a sale goods, said system being adapted to receive  
2 information from at least one remote seller and at least one remote buyer, and to provide  
3 financial logistics and shipping logistics for completing said sale of goods without requiring  
4 interaction between said buyer and said seller.

1 (2) The system of claim 1 wherein said system is adapted to receive said information over  
2 a communications network.

1 (3) The system of claim 1 wherein said system is adapted to provide said shipping  
2 logistics by use of at least one geography-based and time-based strategy.

1 (4) The system of claim 3 wherein said goods are time-sensitive.

1 (5) The system of claim 4 wherein said goods are event tickets.

1 (6) The system of claim 5 wherein said shipping logistics include electronically  
2 transferring said event tickets from said seller to said buyer.

1 (7) The system of claim 3 wherein said shipping logistics include arranging for a courier  
2 to receive said goods from said seller and to deliver said goods to said buyer.

1 (8) The system of claim 4 wherein said system utilizes said at least one geography-based  
2 and time-based strategy to provide said seller with a latest possible time for said sale to end.

1 (9) The system of claim 8 wherein said system is adapted to receive a sale price for said  
2 goods from a seller and to present said goods for sale at said sale price, said system being  
3 further adapted to selectively reduce said sale price by a predetermined amount upon  
4 expiration of a predetermined time period.

1 (15) The system of claim 14 wherein said fourth portion is further adapted to receive  
2 confirmation from a seller, and to charge said credit card only after receiving said  
3 confirmation.

1 (16) The system of claim 15 wherein said fifth portion is further adapted to determine at  
2 least one shipping option based upon said point of last delivery and said expiration time of  
3 said goods.

1 (17) The system of claim 16 wherein said fifth portion is further adapted to present said at  
2 least one shipping option for selection by said buyer.

1 (18) The system of claim 17 wherein said fifth portion is integrated with at least one  
2 computer system of a shipping courier.

1 (19) The system of claim 18 wherein said second portion is further adapted to selectively  
2 reduce said desired sale price by a predetermined amount upon expiration of a predetermined  
3 time period.

1 (20) The system of claim 18 wherein said second portion is further adapted to selectively  
2 vary said desired sale price based upon market conditions.

1 (21) The system of claim 18 wherein said goods are time-sensitive.

1 (22) The system of claim 21 wherein said goods are event tickets.

1 (23) The system of claim 22 wherein said fifth portion is further adapted to electronically  
2 transfer said event tickets from said seller to said buyer.

1 (24) The system of claim 22 wherein said point of last delivery is a venue location of said  
2 event and said expiration time is a time of said event.

1 (32) The method of claim 31 further comprising the step of:  
2 confirming said seller's ability to provide said certain goods prior to charging said  
3 credit card.

1 (33) The method of claim 32 wherein said step of providing said information to at least  
2 one prospective buyer is performed by use of a Web site.

1 (34) The method of claim 25 wherein said step of arranging for said certain goods to be  
2 transferred from said seller to said buyer includes determining a plurality of shipping options  
3 by use of a geography and time-based strategy, and providing said plurality of shipping  
4 options to said buyer.

1 (35) The method of claim 25 wherein each of said steps is performed without disclosing  
2 the identities of said buyer and said seller to one another.

1 (36) A method of providing logistics for a sale of event tickets, comprising the steps of:  
2 providing a Web site for receiving information from and presenting information to  
3 prospective sellers and buyers of event tickets;  
4 receiving information from a seller, including attributes of at least one event ticket  
5 that said seller desires to sell, and a location of said at least one event ticket;  
6 determining a last sale time based upon said location of said at least one event ticket,  
7 a point of last delivery, and a time when said associated event will occur;  
8 presenting said at least one event ticket for sale to prospective buyers by use of said  
9 Web site, until said at least one event ticket is sold or said last sale time passes;  
10 receiving a purchase request for said at least one event ticket from a buyer;  
11 providing at least one shipping option for selection by said buyer, and receiving an  
12 associated selected shipping option from said buyer;

1        (41)    The method of claim 36 further comprising the steps of:  
2            receiving a desired sale price for said at least one event ticket from said seller;  
3            receiving a minimum sale price for said at least one event ticket from said seller; and  
4            displaying a purchase price for said at least one event ticket to prospective buyers,  
5    said purchase price being initially equal to said desired sales sale price; and  
6            selectively reducing said displayed purchase price by a predetermined amount each  
7    time a predetermined time period expires until said at least one event ticket is sold or until  
8    said purchase price equals said minimum sale price.

1        (42)    The method of claim 36 further comprising the steps of:  
2            receiving a desired sale price for said at least one event ticket from said seller; and  
3            displaying a purchase price for said at least one event ticket to prospective buyers,  
4    said purchase price being initially equal to said desired sale price; and  
5            selectively varying said displayed purchase price based upon market conditions.

1        (43)    The method of claim 36 further comprising the steps of:  
2            determining a time remaining before said event tickets expire upon receiving said  
3    purchase request from said buyer; and  
4            determining said at least one shipping option based upon said time remaining before  
5    said event, and said location of said at least one event ticket.

1/16

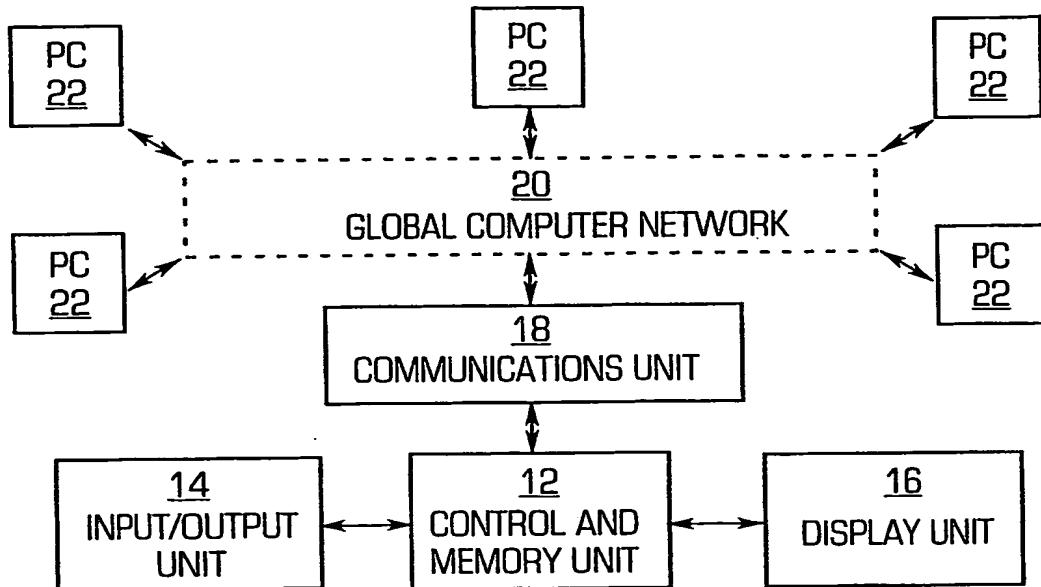


FIG. 1

10

30

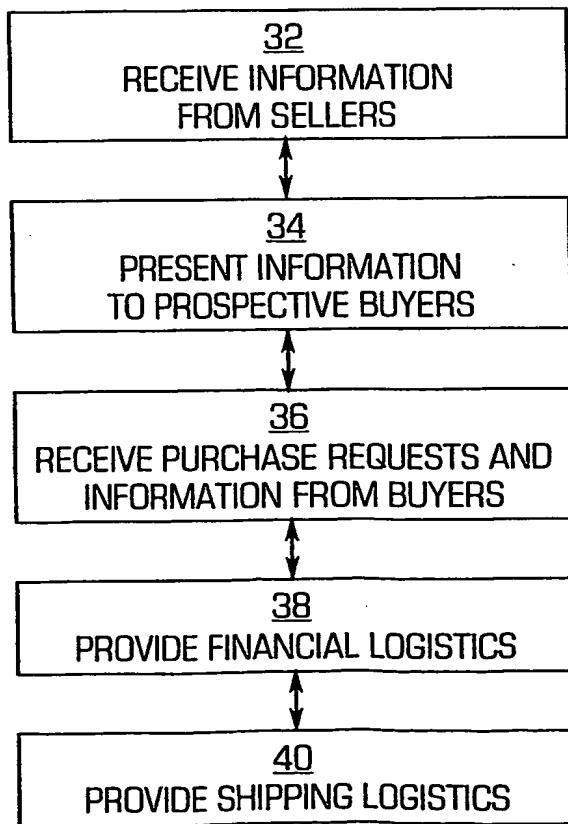


FIG. 2

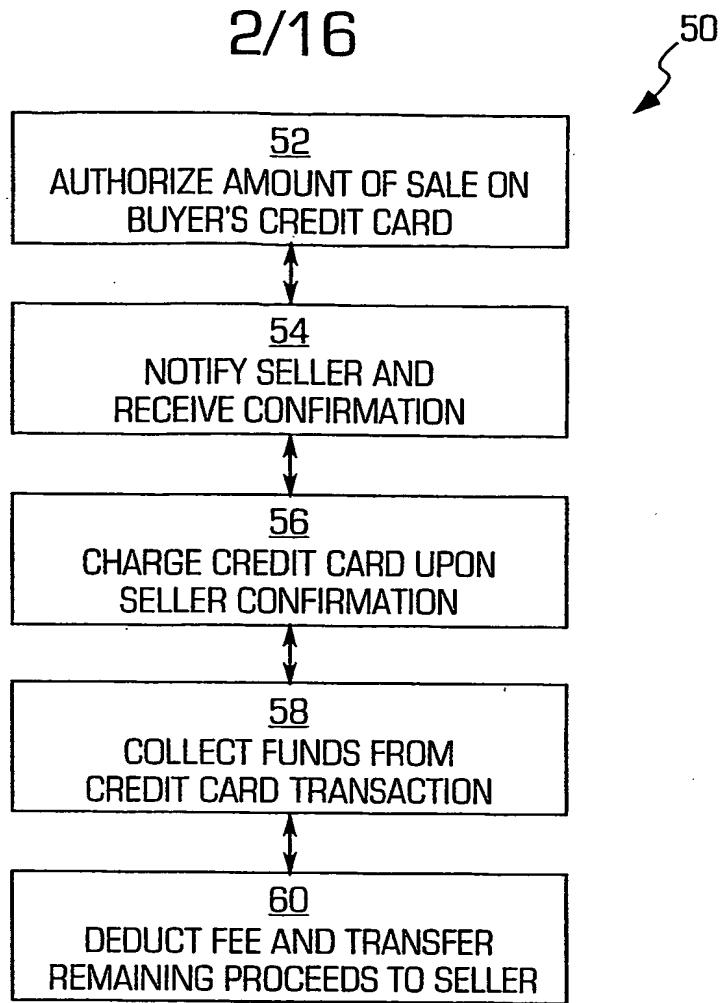


FIG. 3

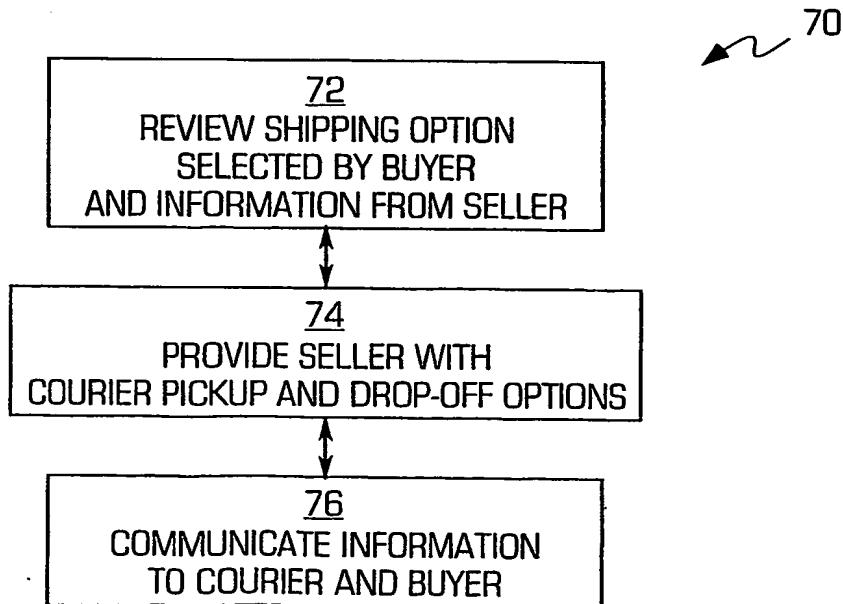


FIG. 4

80

3/16

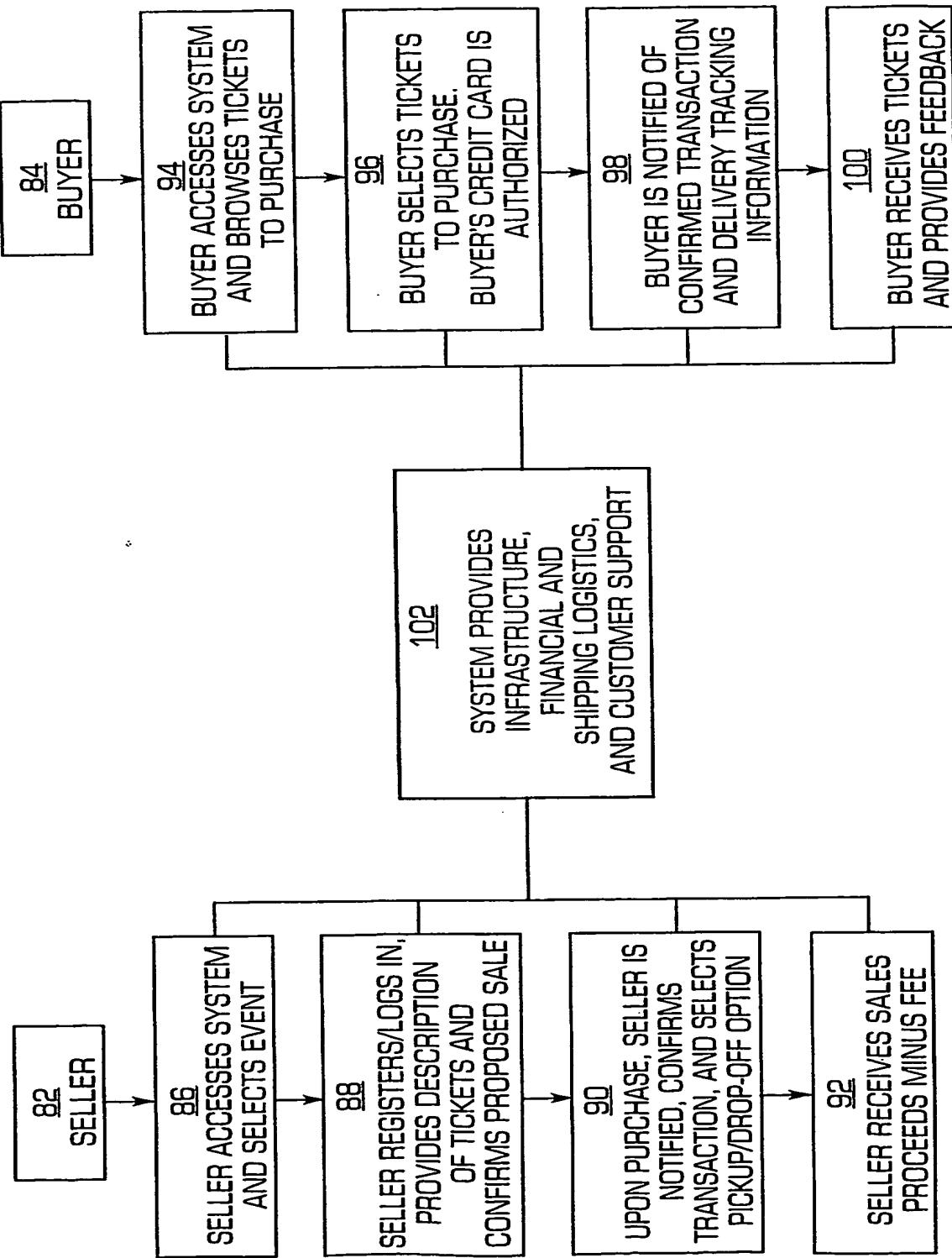


FIG. 5

4/16



200

•HOME | •ADVANCED SEARCH | •BROWSE CATEGORIES | •HELP | •MY ACCOUNT | •SELL YOUR TICKETS  
 SEARCH BY KEYWORD(S)

#### GOT A TICKET TO SELL?

LET'S GET STARTED. THE FIRST STEP IS TO FIND THE EVENT FOR WHICH YOU WANT TO SELL TICKETS. CLICK BELOW TO START BROWSING:

#### SELLER HELP

- [CREATING AN ACCOUNT](#)
- [LISTING TICKETS FOR SALE](#)
- [FILLING AN ORDER](#)
- [GETTING PAID](#)
- [MANAGING YOUR INVENTORY](#)

▼ NATIONAL EVENTS ▼

#### SPORTS

- [BASEBALL](#)
- [BASKETBALL](#)
- [FOOTBALL](#)
- [HOCKEY](#)
- [MOTORSPORTS](#)

#### MUSIC

- [COUNTRY/FOLK](#)
- [OLDIES](#)
- [ROCK/POPULAR](#)
- [URBAN](#)
- [WORLD](#)

#### ARTS

- [CLASSICAL/OPERA](#)
- [COMIC EVENTS](#)
- [THEATER/MUSICALS](#)

MEMBER? [LOGIN NOW!](#)

NOT A MEMBER? [REGISTER NOW!](#)



WEEKEND SUGESTIONS  
[CLICK HERE TO SIGN UP ▶](#)

#### BY THE TYPE OF EVENT:

- [ARTS](#)
- [FAMILY](#)
- [MUSIC](#)
- [SPORTS](#)

#### BY YOUR CITY:

- [LAS VEGAS](#)
- [NORTHERN CALIFORNIA](#)
- [PHOENIX](#)
- [SAN DIEGO](#)
- [SEATTLE](#)
- [SOUTHERN CALIFORNIA](#)

#### OR BY THE VENUE WHERE IT'S GOING TO OCCUR:

- [LAS VEGAS](#)
- [NORTHERN CALIFORNIA](#)
- [PHOENIX](#)
- [PORTLAND](#)
- [SAN DIEGO](#)
- [SEATTLE](#)
- [SOUTHERN CALIFORNIA](#)

#### GOT A SEASON TICKET?

DON'T GET STUCK WITH UNUSED TICKETS! SELECT A TEAM TO FIND YOUR SEASON PASS. WE MAKE IT EASY FOR YOU TO SELL MULTIPLE TICKETS AT ONCE!

LOCATION:

TEAM:

FIG. 6  
 SUBSTITUTE SHEET (RULE 26)

5/16

**stubhub**210

•HOME | •ADVANCED SEARCH | •BROWSE CATEGORIES | •HELP | •MY ACCOUNT | •SELL YOUR TICKETS  
 SEARCH   BY KEYWORD(S)   GO!

SELL YOUR TICKETS ► SPORTS**FIND THE EVENT FOR WHICH YOU HAVE TICKETS TO SELL:**ARENA FOOTBALL 

▼ NATIONAL EVENTS ▼

**SPORTS**

- BASEBALL
- BASKETBALL
- FOOTBALL
- HOCKEY
- MOTORSPORTS

BASEBALLBASKETBALLFOOTBALLGYMNASTICSHOCKEYMOTORSPORTS**MUSIC**

- COUNTRY/FOLK
- OLDIES
- ROCK/POPULAR
- URBAN
- WORLD

PERSONAL SEAT LICENSESSOCCERWRESTLING**FREQUENT SELLER**ARE YOU A FREQUENT SELLER  
OF SPORTS TICKETS?

SIGN UP FOR EMAIL ALERTS

**IS SOMETHING MISSING?**  
SUBMIT A NEW SPORTS  
CATEGORY

**CAN'T FIND AN EVENT?**  
SUBMIT A NEW EVENT IN  
THIS CATEGORY

**ARTS**

- CLASSICAL/OPERA
- COMIC EVENTS
- THEATER/MUSICALS

MEMBER? LOGIN NOW!NOT A MEMBER? REGISTER NOW!

WEEKEND SUGGESTIONS  
CLICK HERE TO SIGN UP ►

**FIG. 7**  
**SUBSTITUTE SHEET (RULE 26)**

6/16

220

**stubhub** • HOME | • ADVANCED SEARCH | • BROWSE CATEGORIES | • HELP | • MY ACCOUNT | • SELL YOUR TICKETS

SEARCH [ENTIRE SITE] ▶ BY KEYWORD(S)  ▶ [GO!]

SELL YOUR TICKETS ▶ SPORTS ▶ FOOTBALL ▶ NFL ▶ SAN FRANCISCO 49ERS

FIND THE EVENT FOR WHICH YOU HAVE TICKETS TO SELL:

EVENTS:  ▶ CHANGE YOUR CITY... ▶

**SPORTS**

- ▶ NATIONAL EVENTS
- ▶ BASEBALL
- ▶ BASKETBALL
- ▶ FOOTBALL
- ▶ HOCKEY
- ▶ MOTORSPORTS

SUNDAY, SEPTEMBER 23, 01:10 PM TICKETS AVAILABLE: YES

SUNDAY, OCTOBER 7, 05:30 PM TICKETS AVAILABLE: YES

SUNDAY, NOVEMBER 4, 01:00 PM TICKETS AVAILABLE: YES

SUNDAY, NOVEMBER 11, 01:10 PM TICKETS AVAILABLE: YES

SUNDAY, DECEMBER 2, 05:30 PM TICKETS AVAILABLE: YES

SUNDAY, DECEMBER 16, 01:00 PM TICKETS AVAILABLE: YES

SATURDAY, DECEMBER 22, 01:00 PM TICKETS AVAILABLE: YES

**MUSIC**

- ▶ COUNTRY/FOLK
- ▶ OLDIES
- ▶ ROCK/POPULAR
- ▶ URBAN
- ▶ WORLD

SAN FRANCISCO 49ERS  
VS ST. LOUIS RAMS.  
3COM PARK

SAN FRANCISCO 49ERS  
VS CAROLINA PANTHERS.  
3COM PARK

SAN FRANCISCO 49ERS  
VS DETROIT LIONS.  
3COM PARK

SAN FRANCISCO 49ERS  
VS NEW ORLEANS SAINTS - 3COM PARK

SAN FRANCISCO 49ERS  
VS BUFFALO BILLS.  
3COM PARK

SAN FRANCISCO 49ERS  
VS MIAMI DOLPHINS.  
3COM PARK

SAN FRANCISCO 49ERS  
VS PHILADELPHIA EAGLES.  
3COM PARK

**ARTS**

- ▶ CLASSICAL/OPERA
- ▶ COMIC EVENTS
- ▶ THEATER/MUSICALS

MEMBER? [LOGIN](#) NOW!  
NOT A MEMBER? [REGISTER](#) NOW!

**FREQUENT SELLER**

ARE YOU A FREQUENT SELLER OF  
SAN FRANCISCO 49ERS TICKETS?  
  
SIGN UP FOR EMAIL ALERTS [ADD ME](#)

**IS SOMETHING MISSING?**  
SUBMIT A NEW SAN  
FRANCISCO 49ERS  
CATEGORY

**CAN'T FIND AN EVENT?**  
SUBMIT A NEW EVENT IN  
THIS CATEGORY

7/16

230

 <p>•HOME   •ADVANCED SEARCH   •BROWSE CATEGORIES   •HELP   •MY ACCOUNT   •SELL YOUR TICKETS</p> <p>SEARCH BY KEYWORD(S) <input type="text"/> ▶ <input type="button" value="GO!"/></p> <p><b>TICKET LOGIN</b></p> <p><b>SELECT YOUR CITY...</b> ▶ <input type="text"/></p> <p><b>NATIONAL EVENTS</b> ▶ <input type="text"/></p> <p><b>SPORTS</b></p> <ul style="list-style-type: none"> <li>▶ <b>BASEBALL</b></li> <li>▶ <b>BASKETBALL</b></li> <li>▶ <b>FOOTBALL</b></li> <li>▶ <b>HOCKEY</b></li> <li>▶ <b>MOTORSPORTS</b></li> </ul> <p><b>MUSIC</b></p> <ul style="list-style-type: none"> <li>▶ <b>COUNTRY/FOLK</b></li> <li>▶ <b>OLDCIES</b></li> <li>▶ <b>ROCK/POPULAR</b></li> <li>▶ <b>URBAN</b></li> <li>▶ <b>WORLD</b></li> </ul> <p><b>ARTS</b></p> <ul style="list-style-type: none"> <li>▶ <b>CLASSICAL/OPERA</b></li> <li>▶ <b>COMIC EVENTS</b></li> <li>▶ <b>THEATER/MUSICALS</b></li> </ul> <p>MEMBER? <a href="#">LOGIN NOW!</a> NOT A MEMBER? <a href="#">REGISTER NOW!</a></p>		<p><b>FIRST TIME HERE? <a href="#">REGISTER NOW TO BEGIN BUYING AND SELLING</a></b></p> <p><b>ALREADY A MEMBER? <a href="#">ENTER YOUR USER NAME AND PASSWORD NOW!</a></b></p> <p><b>USER NAME:</b> <input type="text"/></p> <p><b>PASSWORD:</b> <input type="text"/></p> <p><input type="checkbox"/> <b>REMEMBER ME</b></p> <p>• CLICK THE BOX ABOVE SO WE CAN REMEMBER WHO YOU ARE IN THE FUTURE. • FOR YOUR SECURITY, YOU WILL STILL HAVE TO LOGIN TO BUY OR SELL TICKETS.</p> <p><b>RECEIVED AN ERROR?</b> TRY LOGGING IN USING OUR STANDARD SERVER. IF YOU USE OUR SECURE SERVER, YOUR INFORMATION WILL BE ENCRYPTED.</p> <p><b>DID YOU FORGET YOUR USER NAME OR PASSWORD?</b> <a href="#">CLICK HERE TO HAVE YOUR USER NAME AND PASSWORD EMAILED TO YOU.</a></p> <p><b>LOGIN</b> <input type="button" value="LOGIN"/> <b>LOGIN HELP</b> <input type="button" value="LOGIN HELP"/></p>
---	--	---

SUBSTITUTE SHEET (RULE 26)

FIG. 9

8/16

**stubhub**240

•HOME | •ADVANCED SEARCH | •BROWSE CATEGORIES | •HELP | •MY ACCOUNT | •SELL YOUR TICKETS  
 SEARCH BY KEYWORD(S)

**REGISTRATION**MS.  MR. **FIRST NAME**

**LAST NAME**

**CITY**
 PLEASE SELECT CITY
**EMAIL ADDRESS**

**CONFIRM EMAIL ADDRESS**


\* PLEASE ENTER YOUR EMAIL ADDRESS TWICE, FOR ACCURACY.

**LOGIN NAME**

**PASSWORD**

**CONFIRM PASSWORD**


\* PLEASE ENTER YOUR PASSWORD TWICE, FOR ACCURACY.

**ADDRESS**


**CITY**

**STATE**
 PLEASE SELECT A STATE

**ZIP**


EXT. **DAY PHONE**


EXT. **NIGHT PHONE**


EXT. **BIRTHDAY:**

..  ..  ..  .. **EMAIL FORMAT:**
 HTML

YES, PLEASE SEND ME UPDATES ABOUT UPCOMING EVENTS IN MY AREA,  
 INCLUDING INFORMATION ABOUT SPECIAL CONTESTS IN THE FUTURE.

BY CLICKING REGISTER, YOU ARE ACCEPTING THE TERMS AND CONDITIONS.



WEEKEND SUGESTIONS  
 CLICK HERE TO SIGN UP ►

**FIG. 10**  
**SUBSTITUTE SHEET (RULE 26)**

9/16

FIG. 11

250

 <b>StubHub</b> • HOME   • ADVANCED SEARCH   • BROWSE CATEGORIES   • HELP   • MY ACCOUNT   • SELL YOUR TICKETS	
SEARCH BY KEYWORD(S) <input type="text"/> ▶ <b>GO!</b>	
<b>SELLING: SAN FRANCISCO 49ERS VS ST. LOUIS RAMS - 3COM PARK ON 09/23/01 AT 3COM</b>	
<b>THE BASICS!</b>	
<input type="text"/> <b>SELECT YOUR CITY...</b> ▶	<b>SECTION NUMBER</b> <input type="text"/> <b>999</b>
<b>SPORTS</b> <ul style="list-style-type: none"> <li>▶ <b>BASEBALL</b></li> <li>▶ <b>BASKETBALL</b></li> <li>▶ <b>FOOTBALL</b></li> <li>▶ <b>HOCKEY</b></li> <li>▶ <b>MOTORSPORTS</b></li> </ul>	<b>FACE VALUE</b> <input type="text"/> <b>999</b>
<b>ROW</b> <input type="text"/> <b>999</b>	<small>*IF YOUR TICKETS ARE GENERAL ADMISSION, ENTER "NA" FOR THE ROW, AS IT IS NOT APPLICABLE</small>
<b>MUSIC</b> <ul style="list-style-type: none"> <li>▶ <b>COUNTRY/FOLK</b></li> <li>▶ <b>OLDES</b></li> <li>▶ <b>ROCK/POPULAR</b></li> <li>▶ <b>URBAN</b></li> <li>▶ <b>WORLD</b></li> </ul>	<b>NUMBER OF TICKETS</b> <input type="text"/> <b>1</b>
<b>SALE METHOD</b> <ul style="list-style-type: none"> <li><input type="radio"/> <b>FIXED PRICE</b></li> <li><input type="radio"/> <b>AUCTION</b></li> </ul> <input type="text"/>	
<b>ARTS</b> <ul style="list-style-type: none"> <li>▶ <b>CLASSICAL/OPERA</b></li> <li>▶ <b>COMIC EVENTS</b></li> <li>▶ <b>THEATER/MUSICALS</b></li> </ul>	

SUBSTITUTE SHEET (RULE 26)

10/16

260

 <p>• HOME   • ADVANCED SEARCH   • BROWSE CATEGORIES   • HELP   • MY ACCOUNT   • SELL YOUR TICKETS</p> <p>SEARCH BY KEYWORD(S) <input type="text"/> ▶ GO!</p>				
<p><b>SELLING: SAN FRANCISCO 49ERS VS ST. LOUIS RAMS - 3COM PARK ON 09/23/01 AT 3COM PARK</b></p>				
<p><b>TICKET DETAILS</b></p> <table border="1"> <tr> <td>SEAT <input type="text"/></td> <td>SECTION <input type="text"/></td> <td>ROW 999</td> <td>FACE VALUE \$999</td> </tr> </table> <p><b>TRANSACTION DETAILS</b></p> <p>PRICE: <input type="text"/> <input checked="" type="radio"/> I WANT TO SELL MY TICKETS FOR \$ <input type="text"/> PER TICKET AS A FIXED RATE.  <input type="radio"/> I WOULD LIKE TO SELL MY TICKETS FOR \$ <input type="text"/> PER TICKET BUT I AM WILLING TO SELL MY TICKETS FOR A MAXIMUM OF \$ <input type="text"/> PER TICKET.</p> <p>NEW FEATURE! THIS FEATURE WILL INCREASE YOUR CHANCE OF SELLING YOUR TICKETS. *HOW THIS WORKS: WE WILL START THE SALE AT YOUR STARTING PRICE. EVERY DAY YOUR TICKETS DO NOT SELL, WE WILL GRADUALLY DECREASE THE TICKET PRICE TO YOUR MINIMUM.</p> <p><b>ALLOW TICKETS IN ONLY MULTIPLES OF 1 TO BE SOLD TO SEPARATE BUYERS, BUT DON'T ALLOW ▶ A QUANTITY OF TICKETS LESS THAN THE ABOVE NUMBER TO REMAIN.</b></p> <p>* FOR EXAMPLE, IF YOU HAVE 5 TICKETS AND YOU OPT TO SELL QUANTITIES OF 2... SELECTING DON'T ALLOW WILL SELL 2 TICKETS TO ONE BUYER AND THEN 3 TO THE NEXT, AND WILL DISALLOW THE SALE OF 4 TICKETS. SELECTING ALLOW WILL ALLOW THE SALE OF 2 TICKETS TO ONE BUYER, 2 TICKETS TO ANOTHER BUYER, AND WILL LEAVE 1 TICKET AVAILABLE FOR ANOTHER BUYER. IT WILL ALSO ALLOW 4 TICKETS TO BE SOLD TO ONE BUYER, LEAVING ONE TICKET AVAILABLE.</p> <p><b>SPLITS:</b></p> <p><b>MUSIC</b></p> <ul style="list-style-type: none"> <li>▶ COUNTRY/FOLK</li> <li>▶ OLDIES</li> <li>▶ ROCK/POPULAR</li> <li>▶ URBAN</li> <li>▶ WORLD</li> </ul> <p><b>ARTS</b></p> <ul style="list-style-type: none"> <li>▶ CLASSICAL/OPERA</li> <li>▶ COMIC EVENTS</li> <li>▶ THEATER/MUSICALS</li> </ul> <p><b>YOUR COMMENTS</b></p> <p>USE THIS SPACE TO ADD ANY PERSONAL COMMENT ABOUT THE TICKETS, SUCH AS "THE VIEW IS GREAT!" OR "AVOID THE HOT DOGS!"</p>	SEAT <input type="text"/>	SECTION <input type="text"/>	ROW 999	FACE VALUE \$999
SEAT <input type="text"/>	SECTION <input type="text"/>	ROW 999	FACE VALUE \$999	

**SUBSTITUTE SHEET (RULE 26)**

FIG. 12

11/16

270

SELLING: SAN FRANCISCO 49ERS VS ST. LOUIS RAMS - 3COM PARK ON 09/23/01 AT 3COM PARK															
<p><b>TICKET DETAILS</b></p> <table border="1"> <tr> <td>SEAT <input type="text"/></td> <td>SECTION <input type="text"/></td> <td>ROW <input type="text"/></td> <td>FACE VALUE <input type="text"/></td> </tr> <tr> <td>NUMBER <input type="text"/></td> <td></td> <td>999</td> <td>\$999</td> </tr> <tr> <td></td> <td></td> <td>999</td> <td>\$999</td> </tr> </table> <p><b>TRANSACTION DETAILS</b></p> <p>* ALL PRICES BELOW WILL BE FOR THE ALL 2 TICKETS, NOT EACH.</p> <p><b>STARTING PRICE:</b> <input type="text"/> \$ <input type="text"/> <input type="text"/> <input type="text"/>  <b>BID INCREMENTS:</b> <input type="text"/> \$ <input type="text"/> <input type="text"/> <input type="text"/>  <b>RESERVE PRICE:</b> <input type="text"/> \$ <input type="text"/> <input type="text"/> <input type="text"/>  <b>AUCTION CLOSES:</b> <input type="text"/> SUNDAY SEP 23, 2001 <input type="text"/> AT <input type="text"/> 07:00 <input type="text"/> AM <input type="text"/> LOCAL TIME</p> <p>* YOUR AUCTION MAY END AT ANY TIME UNTIL 09/23/01 03:10 AM BECAUSE FOUR HOURS ARE REQUIRED FOR COURIER DELIVERY TO THE VENUE.</p> <p><b>BUY NOW PRICE</b> <input type="text"/> \$ <input type="text"/> <input type="text"/> <input type="text"/>  * THE BUY NOW PRICE ALLOWS YOU TO SPECIFY A PRICE YOU ARE WILLING TO SELL YOUR TICKETS IMMEDIATELY. THE BUY NOW OPTION DISAPPEARS AFTER THE FIRST BID IS PLACED.</p> <p><b>ARTS</b></p> <p><input type="checkbox"/> CLASSICAL/OPERA  <input type="checkbox"/> COMIC EVENTS  <input type="checkbox"/> THEATER/MUSICALS</p> <p><b>YOUR COMMENTS</b></p> <p>USE THIS SPACE TO ADD ANY PERSONAL COMMENT ABOUT THE TICKETS, SUCH AS 'THE VIEW IS GREAT!' OR 'AVOID THE HOT DOGS'  <input type="text"/></p> <p>* MAXIMUM 100 CHARACTERS PLEASE  <input type="checkbox"/> MAKE CHANGES <input type="checkbox"/> CONTINUE</p>				SEAT <input type="text"/>	SECTION <input type="text"/>	ROW <input type="text"/>	FACE VALUE <input type="text"/>	NUMBER <input type="text"/>		999	\$999			999	\$999
SEAT <input type="text"/>	SECTION <input type="text"/>	ROW <input type="text"/>	FACE VALUE <input type="text"/>												
NUMBER <input type="text"/>		999	\$999												
		999	\$999												

SUBSTITUTE SHEET (RULE 26)

FIG. 13

12/16

FIG. 14

280

 <a href="#">HOME</a>   <a href="#">ADVANCED SEARCH</a>   <a href="#">BROWSE CATEGORIES</a>   <a href="#">HELP</a>   <a href="#">MY ACCOUNT</a>   <a href="#">SELL YOUR TICKETS</a>	
<input type="text" value="SEARCH BY KEYWORD(S)"/> <input type="button" value="GO!"/>	
<b>SELLING: SAN FRANCISCO 49ERS VS ST. LOUIS RAMS - 3COM PARK ON 09/23/01 AT 3COM</b>	
<b>SCHEDULE COURIER PICKUP:</b> WHEN SELLING TICKETS WITHIN 72 HOURS OF THE EVENT <b>STUBHUB SAME DAY COURIERS</b> PICK THE TICKETS UP FROM YOU AND DELIVER THEM TO YOU. PLEASE PICK A TIME AND LOCATION FOR US TO PICK UP YOUR TICKETS WHEN THEY SELL. PLEASE NOTE, ONLY ADDRESSES THAT FALL WITHIN OUR COURIER PICKUP AREA WILL BE ALLOWED. WE ARE CONSTANTLY EXPANDING OUR COVERAGE AREA, BUT NOT ALL LOCATIONS WILL HAVE <b>STUBHUB SAME DAY SERVICE</b> AVAILABLE.	
<b>DATE</b> ▶ WED SEP 19 ▶ THU SEP 20 ▶ FRI SEP 21 ▶ SAT SEP 22 ▶ SUN SEP 23	<b>PICKUP TIME RANGE</b> FROM: <input type="text" value="NO PICKUP TODAY"/> ▶ TO: <input type="text" value="NO PICKUP TODAY"/> ▶ FROM: <input type="text" value="NO PICKUP TODAY"/> ▶ TO: <input type="text" value="NO PICKUP TODAY"/> ▶ FROM: <input type="text" value="NO PICKUP TODAY"/> ▶ TO: <input type="text" value="NO PICKUP TODAY"/> ▶ FROM: <input type="text" value="NO PICKUP TODAY"/> ▶ TO: <input type="text" value="NO PICKUP TODAY"/> ▶ FROM: <input type="text" value="NO PICKUP TODAY"/> ▶ TO: <input type="text" value="NO PICKUP TODAY"/> ▶
<b>LOCATION</b> ▶ <input type="text" value="SELECT ADDRESS"/> ▶	AT: <input type="text" value="SELECT ADDRESS"/> ▶ AT: <input type="text" value="SELECT ADDRESS"/> ▶
<b>ADDITIONAL COMMENTS:</b> USE THE BOX BELOW TO SEND ADDITIONAL PICKUP COMMENTS TO OUR COURIER, SUCH AS WHERE YOUR OFFICE OR HOME IS LOCATED, IF THEY HAVE TO CHECK IN WITH A RECEPTIONIST, ETC. THIS IS YOUR WAY TO HELP ENSURE A SMOOTH PICKUP WITH OUR COURIER.	
<b>ARTS</b> ▶ <input type="text" value="CLASSICAL/OPERA"/> ▶ ▶ <input type="text" value="COMIC EVENTS"/> ▶ ▶ <input type="text" value="THEATER/MUSICALS"/> ▶	<input type="button" value="SUBMIT"/>
WELCOME DAVID BLOCK! NOT DAVID BLOCK? <a href="#">CLICK HERE</a>	

13/16

FIG. 15

290

**stubhub**

• HOME | • ADVANCED SEARCH | • BROWSE CATEGORIES | • HELP | • MY ACCOUNT | • SELL YOUR TICKETS

SEARCH BY KEYWORD(S)  ▶

NORTHERN CALIFORNIA ▶ SPORTS ▶ FOOTBALL ▶ NFL ▶ SAN FRANCISCO 49ERS ▶ SEP 23

**SELLERS!**

**SELL YOUR TICKETS**

**WHAT'S AVAILABLE**  
1-18 OF 18

LOCATION	SALE METHOD	CURRENT PRICE	ENDING PRICE	QUANTITY	ACTION	EVENT:
SEC. LB 14 ROW: A	FIXED PRICE	\$150.00 EACH	09/22 04:06 PM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	SAN FRANCISCO 49ERS VS ST. LOUIS RAMS. 3COM PARK
SEC. LE 35 ROW: 43	FIXED PRICE	\$195.00 EACH	09/22 04:49 PM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	DATE: SUN SEP 23 TIME: 01:10 PM VENUE: 3COM PARK
SEC. LB 4 ROW: 0	FIXED PRICE	\$120.00 EACH	09/22 06:33 PM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. LE 39 ROW: 7	FIXED PRICE	\$100.00 EACH	09/23 04:48 AM	6	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. 7 ROW: 03	FIXED PRICE	\$50.00 EACH	09/23 05:18 AM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. LR 16 ROW: 5	FIXED PRICE	\$175.00 EACH	09/23 06:08 AM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. UR 18 ROW: 17	FIXED PRICE	\$100.00 EACH	09/23 06:10 AM	3	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. LB 17 ROW: P	FIXED PRICE	\$90.00 EACH	09/23 06:15 AM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. UR 43 ROW: 1&2	FIXED PRICE	\$125.00 EACH	09/23 06:26 AM	4	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	
SEC. LB 6 ROW: L	FIXED PRICE	\$100.00 EACH	09/23 06:44 AM	2	<input type="button" value="BUY TICKETS"/> <input type="button" value="DETAILS"/>	

**ARTS**  
► CLASSICAL/OPERA  
► COMIC EVENTS  
► THEATER/MUSICALS

**SUBSTITUTE SHEET (RULE 26)**



15/16



**stubhub**

310

•HOME | •ADVANCED SEARCH | •BROWSE CATEGORIES | •HELP | •MY ACCOUNT | •SELL YOUR TICKETS
SEARCH BY KEYWORD(S)

**SELECT TICKETS 1**

**NORTHERN CALIFORNIA**

**NATIONAL EVENTS**

**SPORTS**

- BASEBALL
- BASKETBALL
- FOOTBALL
- HOCKEY
- MOTORSPORTS

**MUSIC**

- COUNTRY/FOLK
- OLDIES
- ROCK/POPULAR
- URBAN
- WORLD

**ARTS**

- CLASSICAL/OPERA
- COMIC EVENTS
- THEATER/MUSICALS

WELCOME NOAH SHANOK!  
NOT NOAH SHANOK? [CLICK HERE](#)

**SELL TICKET**

SELL	TICKET	QUANTITY	PRICE PER TICKET
<input type="checkbox"/>	SAN FRANCISCO GIANTS VS. HOUSTON ASTROS 09/18/01 7:00 PM	1	\$ 1
<input type="checkbox"/>	SAN FRANCISCO GIANTS VS. HOUSTON ASTROS 09/19/01 7:00 PM	1	\$ 1
<input type="checkbox"/>	SAN FRANCISCO GIANTS VS. HOUSTON ASTROS 09/20/01 1:30 PM	1	\$ 1
<input type="checkbox"/>	SAN FRANCISCO GIANTS VS. SAN DIEGO PADRES 09/28/01 7:30 PM	1	\$ 1
<input type="checkbox"/>	SAN FRANCISCO GIANTS VS. SAN DIEGO PADRES 09/29/01 1:00 PM	1	\$ 1
<input checked="" type="checkbox"/>	SAN FRANCISCO GIANTS VS. SAN DIEGO PADRES 09/30/01 1:00 PM	1	\$ 1

PLEASE CHECK YOUR LISTINGS CAREFULLY AND MAKE SURE THAT YOU HAVE READ THE SELLERS HANDBOOK.

AS SOON AS YOU CLICK ON "SELL YOUR TICKETS", YOUR TICKETS WILL BE POSTED FOR SALE

[SELL YOUR TICKETS](#)

**CONGRATULATIONS TO KEVIN SNYDER OF SF, CA FOR WINNING THE FLYAWAY FAN-TASY CONTEST.  
HAVE FUN AT GAME 1 OF THE NBA FINALS ON JUNE 6!**








liquidseats


FedEx


veriSign

[HOME](#) | [ADVANCED SEARCH](#) | [BROWSE CATEGORIES](#) | [HELP](#) | [MY ACCOUNT](#) | [SELL YOUR TICKET](#)
[CONTACT US](#) | [ABOUT STUBHUB](#) | [PRIVACY POLICY](#) | [USER AGREEMENT](#)

CALL US TOLL FREE AT 866.STUBHUB (866.788.2482) 9AM TO 8PM PST M - F AND 11AM TO 7PM PST ON WEEKENDS

©2000 STUBHUB.COM. ALL RIGHTS RESERVED

**FIG. 17  
SUBSTITUTE SHEET (RULE 26)**

16/16

320

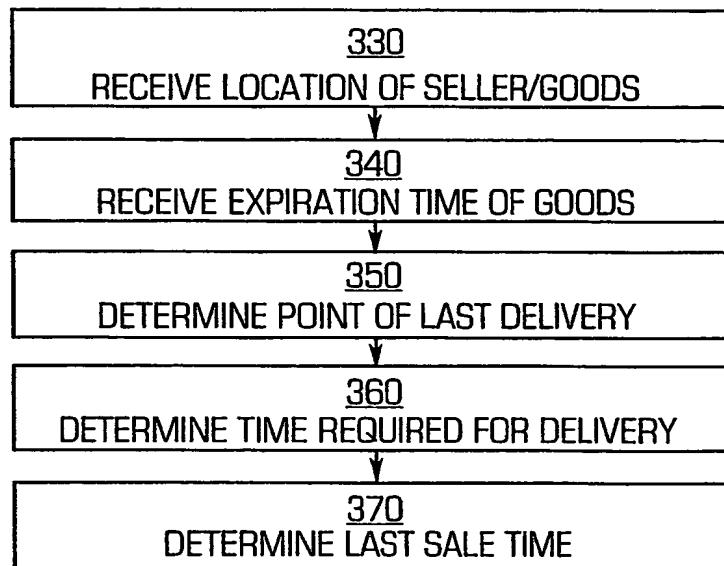


FIG. 18

400

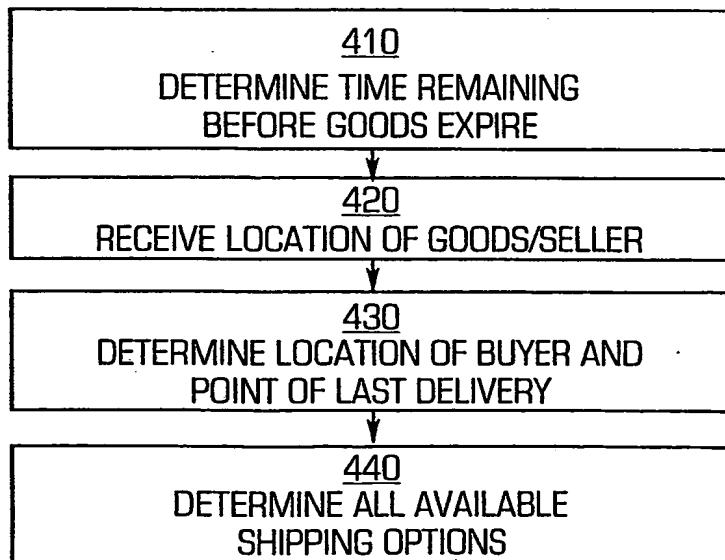


FIG. 19

SUBSTITUTE SHEET (RULE 26)